



**THE MOST AWARD WINNING CARS  
IN THE ENTIRE WORLD ARE BUILT  
RIGHT HERE IN CANADA.**







**BEST VEHICLE BUILT IN CANADA:**

Chrysler Concorde, Chrysler Intrepid, Eagle Vision  
World of Wheels Magazine



**PRODUCTS OF THE YEAR:**

Chrysler Concorde, Chrysler Intrepid, Eagle Vision  
Fortune Magazine



**1993 CAR OF THE YEAR:**

Chrysler Concorde, Chrysler Intrepid, Eagle Vision  
Automobile Journalists Association of Canada

**AUTOMOBILE OF THE YEAR:**

Chrysler Concorde, Chrysler Intrepid, Eagle Vision  
Automobile Magazine



**TRUCK OF THE YEAR:**

Jeep Grand Cherokee Laredo V8  
Motor Trend



**THE WORLD'S BEST SELLING MINIVAN:**

Dodge Caravan, Plymouth Voyager  
Outsells Ford & GM combined

**IT SEEMS A LOT OF PEOPLE THINK CHRYSLER IS #1. BUT WE KNOW BETTER.**





DODGE SHADOW/PLYMOUTH SUNDANCE  
PACKAGE 22D

- ☒ Standard driver's side air bag
- ☒ Air conditioning with tinted glass
- ☒ Automatic transmission
- ☒ 2.2 litre EFI engine
- ☒ Front wheel drive
- ☒ Power steering
- ☒ Power disc brakes
- ☒ AM/FM 4 speaker stereo
- ☒ All season radial tires
- ☒ Rear window defroster
- ☒ Deluxe intermittent wipers
- ☒ Folding rear seat
- ☒ Dual remote mirrors
- ☒ Light package and more

OUR #1 SALES EVENT PRICE

**\$9,993<sup>†</sup>**

Including \$1,250 Cash Back Applied



DODGE/PLYMOUTH COLT  
PACKAGE 21A

- ☒ 5 speed manual transmission
- ☒ 1.5 L MPI engine
- ☒ Reclining bucket seats
- ☒ Rack and pinion steering

OUR #1 SALES EVENT PRICE

**\$8,888<sup>†</sup>**

Including \$1,000 Cash Back Applied

AT CHRYSLER WE KNOW WHO'S #1.

**YOU.**

WE'RE WORKING TO WIN YOU OVER.

WE'RE CHANGING OUR CARS & TRUCKS. WE'RE CHANGING OUR COMPANY.  
BUT ONE THING WE WON'T CHANGE IS THE VALUE LEADERSHIP YOU EXPECT FROM CHRYSLER.



DODGE CARAVAN/PLYMOUTH VOYAGER  
PACKAGE 24T

- ☒ Standard driver's side air bag
- ☒ 7 passenger seating
- ☒ Air conditioning
- ☒ Automatic transmission
- ☒ 3.0 litre V6 engine
- ☒ Front wheel drive
- ☒ Luggage rack
- ☒ AM/FM stereo
- ☒ Convenience light package

OUR #1 SALES EVENT PRICE

**\$16,293<sup>†</sup>**

Including \$1,000 Cash Back Applied



DODGE SPIRIT/PLYMOUTH ACCLAIM  
PACKAGE 22E

- ☒ No charge air conditioning
- ☒ Standard driver's side air bag
- ☒ Automatic transmission
- ☒ Available six passenger seating
- ☒ Front wheel drive
- ☒ Tilt/Cruise
- ☒ AM/FM stereo cassette
- ☒ Power steering
- ☒ Power disc brakes
- ☒ No charge gold & silver special edition package includes: aluminum wheels, luggage rack, front fascia and mouldings, stripes, decals and more.

OUR #1 SALES EVENT PRICE

**\$13,393<sup>†</sup>**

Including \$1,250 Cash Back Applied



JEEP CHEROKEE SPORT 4 DOOR 4WD  
PACKAGE 26E

- ☒ Air conditioning
- ☒ Four speed/automatic transmission
- ☒ Tilt steering with leather wrapped wheel
- ☒ Command-Trac 4 wheel drive
- ☒ AM/FM stereo cassette

OUR #1 SALES EVENT PRICE

**\$19,993<sup>†</sup>**

Including \$750 Cash Back Applied

**YOUR LOCAL CHRYSLER DEALER'S #1 SALES EVENT IS ALL ABOUT YOU.**



<sup>†</sup>Offers are for personal use only and apply to new and unused 1993 models only. All prices include Cash Back already deducted and exclude license, registration, freight, insurance and taxes. Cash Back is a limited time offer. Cash Back includes GST. These offers cancel, replace and may not be combined with other offers. Freight: Caravan/Voyager \$695; Spirit/Acclaim \$550; Shadow/Sundance \$525; Colt \$415; Cherokee \$575. Factory financing is available O.A.C. as alternative to Cash Back. Offers are mutually exclusive. In effect from April 14 1993 until terminated by Chrysler Canada Ltd. Dealer may sell for less. See Dealer for details. <sup>††</sup>Some restrictions apply. Alternative warranty available on imports. See Dealer for details.







1994 Chrysler New Yorker

# WE CHANGED EVERYTHING WITH OUR CANADIAN BUILT LH SERIES.

First we changed our minds. Good enough was nowhere near good enough. We wanted ideas with staying power. So from top to bottom we decided to reorganize and restructure into platform teams.

We removed the departmental barriers within a traditional corporation.



**Chrysler Intrepid. Looks and feels like nothing else on the road.**

Large, single-minded groups were eliminated in favor of teams that included designers, engineers, marketers, suppliers, sales, financial and production specialists. All team players were dedicated to the success of a single project.

More responsibility was placed in the skilled hands of well-trained workers. The "empowerment" of factory floor workers meant less supervision was required. Trust in an individual's capabilities would

ensure our team effort would set new industry benchmarks.

Our concepts were crying to get on the road in record time. And they did. Without sacrificing any attention to detail.

We could hardly wait to introduce the world to the LH Series of sedans: Eagle Vision, Chrysler Concorde and Intrepid. It's a completely new approach to building cars. We call it "cab forward". It's going to change automotive architecture for the balance of the 90's. A concept that's bound to prove as revolutionary today, as our introduction of the world's first minivan was ten years ago.

Imagine you're sitting in a conventional car. Push the windshield forward. Move all four wheels to the far corners.



**Eagle Vision. A new way of looking at the automobile.**

Now you've got the "cab forward" design with a wider overall

stance that results in a better ride and nimble handling.

Now we were ready to hand the keys over to the critics. Our mother couldn't be kinder. We won them over sweeping up award after award. In fact, the Automobile Journalists Association of Canada are so impressed with our Canadian built LH Series of sedans they



**Chrysler Concorde. A quiet retreat from life's intrusions.**

awarded us the 1993 Best New Family Car, then the 1993 Car of the

Year. In addition, World of Wheels Magazine named the LH Series of sedans the Best Vehicle Built in Canada. Come see our new family of cars for yourself. You'll see we've changed everything with one exception. Old-fashioned, honest value.



Chrysler is proud of the fact that for over 50 years, Jeep has been perfecting the art of getting you to places nobody else can.

The award winning Jeep Grand Cherokee is the latest edition to the Jeep family. It represents Chrysler's continued commitment to off road capability, full time luxury and security.

Then there's the classic Jeep

Cherokee that has been setting the standard for 4 door sport utility vehicles



**AND THERE'S ONLY ONE JEEP.®**

**Jeep Grand Cherokee. Because the road less travelled isn't always paved.**

for almost a decade. And the Jeep Cherokee Country and Sport offer you an affordable way into the world of Jeep. The original fun, freedom machine - Jeep YJ with exclusive shift on the fly Command-Trac® 4WD system has the most powerful standard engine

in its class - imitators beware!

There's only one Jeep.



# "WE'RE NOT JUST BUILDING CARS, WE'RE BUILDING CANADA."



Companies don't build cars. People do. And last year alone, Chrysler Canada employees built a record 457,800 vehicles. Or one in every four cars and trucks built in Canada.

Even more significant, 90% are built for export. This contributes billions of dollars to our economy and provides thousands of jobs for Canadians.

These are the more than 13,000 Canadians who are building Chrysler's future.

They work at our Bramalea, Ontario assembly plant, producing the award winning LH Series of sedans and setting new world standards for automotive quality. Now, they confidently face their next challenge, to build the new flagships of the corporation, two luxury models: the Chrysler New Yorker and Chrysler LHS.

They work at our Windsor, Ontario minivan plant building the world's most popular minivan. Thanks to them, the demand for MagicWagons has grown so much, Chrysler Canada is investing \$600 million for retooling and expansion. With more than 3.5 million MagicWagons sold since the first one rolled off our Windsor production line in 1983, Chrysler has delivered more minivans than Ford and GM combined.

And they work at our Pillette Road plant in Windsor, producing our totally restyled Ram Vans and Wagons, or at one of our three component plants: Ajax Trim, Etobicoke Casting and Canadian Fabricated Products. There are also those who work for more than 600 Chrysler dealerships across Canada and our 2,000 Canadian suppliers.

And if our products are winning awards, it's because of those people. Which is why you can believe in a car company that believes in Canadians.

A stylized signature of G.Y. Landry in black ink.

G.Y. Landry, President and C.E.O.

